

Resident's Perceptions of Quality Of Life in Tourism destination of Passikudah in Batticaloa District

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ABSTRACT

Tourism development is increasingly viewed as an important tool in promoting economic growth, alleviating poverty, and advancing food security. Also the tourism industry develops hotel accommodation, railways, waterways, roads, highway, electricity, supply of water, and other facilities like restaurants and shopping etc. Therefore tourism contributes to the GDP; create employment opportunity and earning foreign exchange. The Government of Sri Lanka has recognized tourism as an important sector, having the potential to contribute considerably to the country's post-war economic development. Therefore the studies intend the perception of tourism on their Quality Of Life among the people who live in Passikudah tourist area. Using convenience sampling method structured questionnaire was administered to the 100 respondents from the study area of Passikudah in Batticaloa district. To measure perceived quality of life of tourism, recreation amenities, community pride and awareness, economic strength, natural/cultural preservation, community well-being, way of life, crime and substance abuse, and urban issues were considered as variable for this study. The main findings of the study is the six variables such as economic strength,

community pride and awareness, natural/cultural preservation, community well-being, recreation amenities and way of life indicates the high level of perception about their quality of life. Further, crime and substance abuse, and urban issues have no significant impact on the quality of life of people in this study area.

Keywords: Quality of life, Tourism, Perception, Economic Strength, Economic development

1. Introduction

Tourism becomes one of the vital sectors in economic progress and poverty reduction also it has been a source of social-economic change in many developing countries. It also stimulates the development of basic infrastructure through the construction of roads, port and airport facilities and the provision of financial services from which the economy as a whole can benefit. The Sri Lankan government identified tourism as a major hub of the country's economy. It has earned US\$1.8 billion revenue 3.9 percent of contribution to GDP and 3.5 percent of people directly employed under the tourism sector in 2013(Central Bank, 2012).

Tourism comes in many shapes and forms such as social, cultural, economic and environmental (Godfrey & Clarke, 2000). Therefore, the quality of life of the residents should be a major concern for community leaders. Numerous studies have examined local residents' perceptions of the economic, social, cultural and environmental impacts of tourism (Aref, 2010). Tourism growth provides significant economic benefits such as creating employment and additional income in both host countries and tourists' home countries (Delibasic et al., 2008). It is also an industry that has many environmental and social consequences. Few have addressed the effect of tourism on enhancing the quality of life (Cohen, 1978; Gursoy, Jurowski, & Uysal, 2002; Jurowski, Uysal, & Williams, 1997; Kim, 2002; Linton, 1987; Richard R. Perdue, Long, & Kang, 1999).

There are many ways in which tourism may influence an individual's QOL. An improved QOL can be seen through the development of tourism products that can also be enjoyed by residents, such as festivals, restaurants, natural and cultural attractions, and outdoor recreation opportunities. An improved QOL can also be seen through a higher personal standard of living through job creation and increased tax revenues that in turn result in services to residents, for example. Alternatively, tourism can result in negative QOL impacts such as crowding, traffic and parking problems, increased crime, and increased cost of living, friction between tourists and residents, and changes in residents' way of life, all of which can be detrimental to life satisfaction (Ap and Crompton 1993; Bastias-Perez and Var 1995; McCool and Martin 1994; Ross 1992; Tooman 1997).

2. Problem Statement and Objectives of the Study

Tourism is often viewed as an expression of human behavior (Kim, 2002). Tourism is the set of ideas, theories, or ideologies for being a tourist, and that it is the behavior of people in tourist roles, when these ideas are put into practice (Przeclawski, 1986). Once a community becomes a destination, the lives of residents in the community are affected by tourism, and the support of the residents is essential for the development, planning, successful operation and sustainability of tourism (Kim, 2002).

It is lack of literature in Sri Lanka to examine, investigated residents' perception of the tourism has on their quality of life (QOL) of Passikudah tourist area, because the Post war situation lead path to local places for tourist attractions. And the people who live in this areas also get benefit provide local transportation, communication, hotel and food, shopping and entertainment for the tourist as well as residents. Therefore, this study tries to investigate the perception of tourism on the Quality Of Life (QOL) among the people who live in Passikudah. For the study purpose the following research questions are formulated.

- What is the level of recreation amenities?
- Examine the level of community pride and awareness?
- Identify the level of economic strength?
- Examine the level of community well-being?
- Identify the level of way of life?
- Identify the level of urban issues?
- Identify the level of Natural/cultural preservation?
- Examine the level of Crime and substance abuse?

3. Literature Review

Tourism is a multifarious industry. It helps to economic such as employment opportunities and tax revenues, infrastructure development, and also increase the quality of life.

(Delibasic et al., 2008), Tourism growth provides significant economic benefits such as creating employment and additional income in both host countries and tourists' home countries.

(Honey & Gilpin, 2009) found in their study although the potential benefits of tourism development have been well documented, tourism has also been associated with negative impacts, for example as a delivery mechanism for health pandemics and terrorism.

According to Constanța (2009) tourism can increase quality of life, which is carried out in various forms: rest, relaxation, recreation, maintenance of tone, knowledge development and sense of

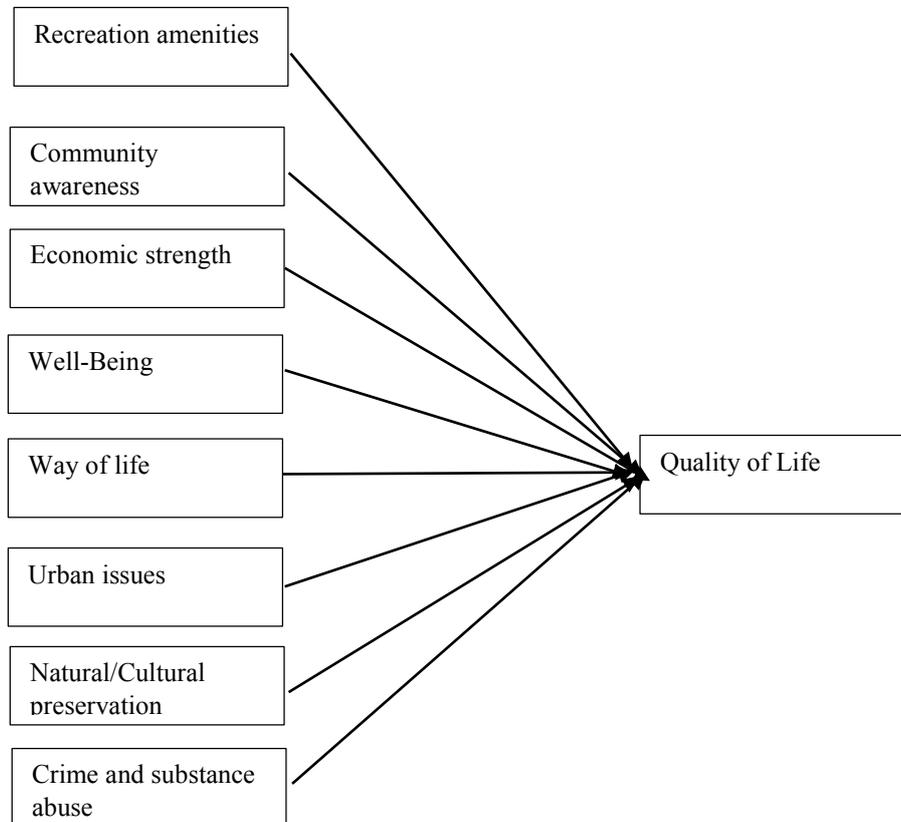
Perdue, Long and Gustke (1991) analyzed the relationship between tourism and quality of life of local citizen. They concluded that tourism has an influence on type of employment, cost and quality of education and health services provision. These findings revealed that tourism has the positive effect on quality of life (well-being) of rural populations.

In a study of rural tourism impact, Crofts and Holland (1993) concluded that tourism affects positively the quality of life of rural residents in terms of income, health, recreation, personal services and per capita sales, and negatively the level of poverty.

Researchers have also asked residents if they felt that tourism improved the economy (Allen et al., 1988; Bradley et al., 1989; Ritchie, 1988), provided an improved standard of living (Belisle & Holy, 1980; Tosun, 2002; Um & Crompton, 1990), increased investment (Liu et al., 1987) and more business activity (Prentice, 1993). The findings of these studies suggest that residents perceive an improvement in income, standard of living, investments and business activities ensuing from tourism activities. Liu and Var (1986) reported in his study that 90% of the residents in Hawaii agreed that tourism brought the community more investment and local business.

4. Conceptual Framework

Based on literature survey the following conceptual framework has been developed. This conceptual framework establishes link between dependent and independent variables.



Sources: - Kathleen et.al, (2010) with some modification

5. Research Methodology

This study was carried out in tourism destinations in Passikudah in Batticaloa District to investigate the perception of tourism on the Quality Of Life (QOL) of the people who live in study area. To achieve the objectives of this study it uses questionnaire survey through 00 residents in the communities. The questionnaire was structured around a Likert scale. Each statement was situated on a five scales with 1 representing a response of “strongly disagree” and 5 representing “strongly agree”. A face to face onsite self-administered survey was conducted using the convenience sampling method. Convenience sampling methods has been widely used by almost all the major public opinion polling groups, political

groups and market research organization (Deng et al., 2010). Eight variables that are presented for measurement the quality of life which adopted from various literature.

5.1 Method of Data Presentation and Data Analysis

Based on the Univariate establishment of each variable in the conceptual frame work, both independent and dependent have been arrived. This study going to use five point Likert’s scales questionnaire. Therefore this study formulate three decisions that can be derived from the value indicated in the question between 1-5 scale as follows, answers for this study will have fall into these range and convey the meaning to respective stake holders.

Table-01 Evaluation criteria for mean values

Range	Degree
$1.0 \leq X \leq 2.5$	Low level
$2.5 < X \leq 3.5$	Moderate level
$3.5 < X \leq 5.0$	High level

6. Results and Discussion

According to the results, most respondents were secondary educated (61.03), earned more than Rs.25000 per month (59.18%), male (62%) and female (38%) with an average age of 55.10 years.

Majority of them (62.5%) were engaged in tourism activities. Descriptive statistics revealed that respondents rated higher on positive statements and lower on negative statements, indicating consistency in the direction of their perceptions.

Table - 02: Overall Measures of variable dimension

Independent variable Dimensions	Description					
	Mean	Standard Error of Mean	Std. Deviation	Minimum	Maximum	Decision Attribute
Recreation amenities	3.8	3.21	0.377	2.00	5.00	High Level
Community pride and awareness	3.6	3.10	0.355	1.00	5.00	High Level
Economic strength	4.1	0.68	0.477	1.00	5.00	High Level
Community Well-Being	3.52	0.54	0.988	1.00	5.00	High Level
Way of life	3.6	0.56	0.589	1.00	5.00	High Level
Urban issues	2.2	0.57	0.784	1.00	5.00	Low Level
Natural/Cultural preservation	3.5	0.95	0.988	1.00	5.00	High Level
Crime and substance abuse	2.0	0.58	0.954	1.00	5.00	Low Level

Tourism and residents Perceptions of Quality of Life assessed with eight dimensions: recreation amenities, community pride and awareness, economic strength, natural/cultural preservation, community well-being, way of life, crime and substance abuse, and urban issues. Recreation amenities dimension has a mean value 3.8 with the standard deviation of 0.377. The mean value clearly showed that respondents have high level perception about tourism and quality of life. Community awareness has a mean value 3.6 with the standard deviation of 0.355. According to the findings,

Community awareness is highly influence the perception of tourism and quality of life. Economic strength has a mean value 4.1 with the standard deviation of 0.477. According to the findings, Economic strength is highly influence the perception of tourism and quality of life as well as Community Well-Being, Way of life, Natural/Cultural preservation has mean value is more than 3.5 means rest of the another three factors also have high level of perception about tourism and quality of life. However urban issues and Crime and substance abuse has a mean value of

2.2 and 2.0 respectively. This mean value clearly show that respondents have low level of perception about tourism and quality of life.

7. Conclusions

The findings show that among eight tourism and quality of life of variables six variables have high level of perception, suggesting tourism enhance the quality of life among the residents in the research area. The role of tourism in providing recreation amenities (M = 3.8) was rated the highest, followed by community pride and awareness (M = 3.6), economic strength (M = 4.1), natural and cultural preservation (M = 3.5), community well-being (M = 3.52), and way of life (M = 3.6). However, two variables such as, urban issues and crime and substance abuse has mean value of 2.2 and 2.0 respectively.

The main findings of the study is the six variables such as economic strength, community pride and awareness, natural/cultural preservation, community well-being, recreation amenities and way of life indicates the high level of perception about their quality of life. Further crime and substance abuse, and urban issues have low level of perception regarding tourism and quality of life of people in this area. This indicate the people who live in this study area feel tourism not enhances their quality of life.

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